



# ANNA UNIVERSITY, CHENNAI

## POSTGRADUATE CURRICULUM (NON-AUTONOMOUS AFFILIATED INSTITUTIONS)

**Programme:** Master of Business Administration

**Regulations:** 2025

### Abbreviations:

**BS** – Basic Science (Mathematics, Physics, Chemistry)

**L** – Laboratory Course

**ES** – Engineering Science (General (**G**), Programme Core (**PC**), Programme Elective (**PE**))

**T** – Theory

**SD** – Skill Development

**LIT** – Laboratory Integrated Theory

**SL** – Self Learning

**PW** – Project Work

**OE** – Open Elective

**TCP** – Total Contact Period(s)

### Semester – I

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MB25C01	Statistics for Management	T	3	1	0	4	4	ES (PC)
2.	MB25C02	Management Concepts and Organizational Behavior	T	4	0	0	4	4	ES (PC)
3.	MB25C03	Managerial Economics	T	4	0	0	4	4	ES (PC)
4.	MB25101	Accounting for Decision Making	T	3	1	0	4	4	ES (PC)
5	MB25C04	Legal Aspects of Business	T	4	0	0	4	4	ES (PC)
6.	MB25102	Information Management	T	4	0	0	4	4	ES (PC)
7.	-	Non-Functional Elective	T	3	0	0	3	3	ES (PE)
8.	MB25103	Indian ethos and Business Ethics	L	0	0	4	4	2	--
9.	MB25C05	Contemporary Business Communication	L	0	0	4	4	2	--
<b>Total Credits</b>							<b>35</b>	<b>31</b>	

**NOTE:** In the first semester students need to choose one elective from the Non-Functional stream.

### Semester – II

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		Applied Operations Research	T	3	1	0	4	4	ES (PC)
2.		Financial Management	T	3	1	0	4	4	ES (PC)
3.		Human Resource Management	T	4	0	0	4	4	ES (PC)
4.		Operations Management	T	3	1	0	4	4	ES (PC)
5.		Business Research Methods	T	3	1	0	4	4	ES (PC)
6.		Business Analytics	T	4	0	0	4	4	ES (PC)
7.		Marketing Management	T	4	0	0	4	4	ES (PC)
8.		Creativity and Innovation Laboratory	L	0	0	4	4	2	--
9.		Data analysis and Business Modelling	L	0	0	4	4	2	--
<b>Total Credits</b>							<b>36</b>	<b>32</b>	

#### Summer internship – minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3<sup>rd</sup> semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3<sup>rd</sup> Semester.

### Semester – III

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		*Strategic Management	T	4	0	0	4	4	ES (PC)
2.		International Business	T	4	0	0	4	4	ES (PC)
3.		Programme Elective I	T	3	0	0	3	3	ES (PE)
4.		Programme Elective II	T	3	0	0	3	3	ES (PE)
5.		Programme Elective III	T	3	0	0	3	3	ES (PE)
6.		Programme Elective IV	T	3	0	0	3	3	ES (PE)
7.		Programme Elective V	T	3	0	0	3	3	ES (PE)
8.		Programme Elective VI	L	3	0	0	3	3	ES (PE)
9.		Capstone Simulation	L	0	0	4	4	2	ES (PC)
10.		Summer Internship	L	0	0	4	4	2	SD
<b>Total Credits</b>							<b>34</b>	<b>30</b>	

**Semester – IV**

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		Project Work	PW	0	0	24	24	12	SD
<b>Total Credits</b>							<b>24</b>	<b>12</b>	

**Total : 105 Credits**

**Note:**

- ❖ Students should select the Project topic for their project work only based on the selected area from two functional specializations.
- ❖ Students who have selected Sectorial Specialization should select the project topic based on the Sectorial Electives.

**Note:**

*\*Common to MBA - Business Analytics Programme*

*\*\*Common to MBA - Business Analytics and MBA - Artificial Intelligence and Data Science*

**NON - FUNCTIONAL ELECTIVES (2 electives)**

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MB25C06	Entrepreneurship Development	NEC	3	0	0	3	3	ES (PE)
2.	MB25104	Event Management	NEC	3	0	0	3	3	ES (PE)

## Programme Elective Courses – (PE)

### FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from two functional specializations.

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			
Stream/ Specialization: Financial Management									
1.		Security Analysis and Portfolio Management	T	3	0	0	3	3	ES (PE)
2.		Financial Markets	T	3	0	0	3	3	ES (PE)
3.		Banking and Financial Services	T	3	0	0	3	3	ES (PE)
4.		Financial Derivatives	T	3	0	0	3	3	ES (PE)
5.		Fintech and sustainability	T	3	0	0	3	3	ES (PE)
6.		Behavioral Finance	T	3	0	0	3	3	ES (PE)
Stream/ Specialization: Marketing Management									
7.		Retail Marketing	T	3	0	0	3	3	ES (PE)
8.		Consumer Behaviour and Neural Marketing	T	3	0	0	3	3	ES (PE)
9.		Services Marketing	T	3	0	0	3	3	ES (PE)
10.		Sales and Distribution Management	T	3	0	0	3	3	ES (PE)
11.		Product and Brand Management	T	3	0	0	3	3	ES (PE)
12.		Digital Marketing	T	3	0	0	3	3	ES (PE)
Stream/ Specialization : Human Resource Management									
13.		Knowledge Management and Innovation	T	3	0	0	3	3	ES (PE)
14.		Industrial Relations and Labour Legislations	T	3	0	0	3	3	ES (PE)
15.		Negotiation and Conflict Management	T	3	0	0	3	3	ES (PE)
16.		Reward and Compensation Management	T	3	0	0	3	3	ES (PE)
17.		International Human Resource Management	T	3	0	0	3	3	ES (PE)
18.		Managing HR in Digital Age	T	3	0	0	3	3	ES (PE)
Stream/ Specialization : Operations Management									
19.		Supply Chain and Logistics Management	T	3	0	0	3	3	ES (PE)
20.		Quality Management	T	3	0	0	3	3	ES (PE)
21.		Materials Management	T	3	0	0	3	3	ES (PE)
22.		Services Operations Management	T	3	0	0	3	3	ES (PE)
23.		Lean Six Sigma and	T	3	0	0	3	3	ES (PE)

		Business excellence							
24.		Project Management	T	3	0	0	3	3	ES (PE)
<b>Stream/ Specialization: Business Analytics and Systems</b>									
25.		Data Mining and Decision Science	T	3	0	0	3	3	ES (PE)
26.		Deep Learning	T	3	0	0	3	3	ES (PE)
27.		Social media web Analytics	T	3	0	0	3	3	ES (PE)
28.		E-Business Management	T	3	0	0	3	3	ES (PE)
29.		Enterprise Resource Planning	T	3	0	0	3	3	ES (PE)
30.		Business Analytics using Python	T	3	0	0	3	3	ES (PE)

### SECTORIAL SPECIALIZATIONS

1. Students can take six elective subjects from **any one sectorial specialization**

- A) Logistics and Supply Chain Management
- B) Infrastructure and Real Estate Management
- C) Tourism Management
- D) Entrepreneurship Development

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			
Sectorial Specialization: Logistics and Supply Chain Management									
1.		Supply Chain Concepts and Planning	T	3	0	0	3	3	3
2.		Sourcing and Supply Management	T	3	0	0	3	3	3
3.		Supply Chain Inventory Management	T	3	0	0	3	3	3
4.		Supply Chain Information System	T	3	0	0	3	3	3
5.		Warehouse Management	T	3	0	0	3	3	3
6.		Transportation and Distribution Management	T	3	0	0	3	3	3
7.		Reverse and Contract Logistics	T	3	0	0	3	3	3
8.		Air Cargo Management	T	3	0	0	3	3	3
9.		Containerization and Allied Business	T	3	0	0	3	3	3
10.		Exim Management	T	3	0	0	3	3	3
11.		Fundamentals of Shipping	T	3	0	0	3	3	3
12.		Port and Terminal Management	T	3	0	0	3	3	3
Sectorial Specialization : Infrastructure and Real Estate Management									
13.		Infrastructure Planning Scheduling and Control	T	3	0	0	3	3	3

14.		Contracts and Arbitration	T	3	0	0	3	3	3
15.		Project Management for Infrastructure	T	3	0	0	3	3	3
16.		Management of Human Resources, Safety and Quality	T	3	0	0	3	3	3
17.		Disaster Mitigation and Management	T	3	0	0	3	3	3
18.		Economics and Financial Management in Construction	T	3	0	0	3	3	3
19.		Urban Environmental Management	T	3	0	0	3	3	3
20.		Smart Materials, Techniques and Equipments for Infrastructure	T	3	0	0	3	3	3
21.		Strategic Airport Infrastructure Management	T	3	0	0	3	3	3
22.		Real Estate Marketing and Management	T	3	0	0	3	3	3
23.		Infrastructure and Real Estate Entrepreneurship	T	3	0	0	3	3	3
24.		Valuation of Real Estate and Infrastructure Assets	T	3	0	0	3	3	3
<b>Sectorial Specialization : Tourism Management</b>									
25.		Tourism Principles and Practices	T	3	0	0	3	3	3
26.		Travel Management	T	3	0	0	3	3	3
27.		International Tourism	T	3	0	0	3	3	3
28.		Tourism Geography	T	3	0	0	3	3	3
29.		Culture and Heritage	T	3	0	0	3	3	3
30.		Tourism Products in India	T	3	0	0	3	3	3
31.		Accommodation and House Keeping Management	T	3	0	0	3	3	3
32.		Travel Media and Public Relations	T	3	0	0	3	3	3
33.		Destination Planning and Management	T	3	0	0	3	3	3
34.		Tour Operations	T	3	0	0	3	3	3
35.		Leisure and Recreation Management	T	3	0	0	3	3	3
36.		Medical Tourism	T	3	0	0	3	3	3
<b>Sectorial Specialization : Entrepreneurship Development</b>									
37.		Enterprise, Entrepreneurship and New Business venturing	T	3	0	0	3	3	3
38.		Business model Innovation	T	3	0	0	3	3	3

39.		Social Entrepreneurship	T	3	0	0	3	3	3
40.		Entrepreneurial Marketing	T	3	0	0	3	3	3
41.		Entrepreneurial Finance	T	3	0	0	3	3	3
42.		Family Business Management	T	3	0	0	3	3	3
43.		Intellectual property Rights	T	3	0	0	3	3	3
44.		Rural Entrepreneurship	T	3	0	0	3	3	3
45.		Women Entrepreneurship	T	3	0	0	3	3	3
46.		Project formulation and Feasibility Analysis	T	3	0	0	3	3	3
47.		Designing and Managing social Business models	T	3	0	0	3	3	3
48.		Managing Technology Commercialization and Innovation	T	3	0	0	3	3	3

# Semester I

MB25C01	Statistics for Management	L	T	P	C
		3	1	0	4
<b>Course Objectives:</b> This course aims to provide statistical tools for data-driven decision-making, emphasizing the application of probability, hypothesis testing, regression analysis, parametric and non-parametric methods to enhance analytical skills in business scenarios.					
<b>Probability and Probability Distributions:</b> Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, (Theory and Problem) and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions (Problem).					
<b>Sampling and Estimation Techniques:</b> Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem (Theory and Problem), sampling techniques (Problem). Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size (Problem).					
<b>Hypothesis Testing – Parametric Methods (Problem):</b> Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z- test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way					
<b>Hypothesis Testing – Non-Parametric Methods (Problem):</b> Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov, test for goodnessof fit, comparing two populations. Mann, Whitney U test and Kruskal Wallis test. One sample run test.					
<b>Correlation and Regression Analysis (Problem):</b> Correlation, Coefficient of Determination, Rank Correlation, Regression, Estimation of Regressionline, Method of Least Squares, Standard Error of estimate.					
<b>Business Analytics Applications &amp; Software Tools:</b> Application of statistics - data visualization and decision making - Case studies using Excel/SPSS/R, Interpretation of output - Business scenarios - applying regression, correlation, and hypothesis tests - Introduction to data-driven storytelling -dashboarding techniques (Theory and Problem)					
<b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.					
<b>Assessment Methodology:</b> Written Test I & II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)					
<b>References:</b> <div><div></div><div>1. Levin, R. I., Rubin, D. S., Siddiqui, M. H., &amp; Rastogi, S. (2023). <i>Statistics for management</i> (8th ed.). Pearson Education.</div><div>2. Mann, P. S. (2020). <i>Introductory statistics</i> (10th ed.). Wiley Publications.</div><div>3. Srivastava, T. N., &amp; Rego, S. (2017). <i>Statistics for management</i> (3rd ed.). Tata McGraw Hill.</div><div>4. Black, K. (2023). <i>Applied business statistics</i> (11th ed.). Wiley India.</div><div>5. Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., &amp; Cochran, J. J. (2024). <i>Statistics for business and economics</i> (15th ed.). Thomson/South Western Asia.</div><div>6. Gupta, S. C., &amp; Kapoor, V. K. (2024). <i>Fundamentals of applied statistics</i>. Sultan Chand &amp; Sons.</div></div>					

**E-Resources:**

1. NPTEL: Business Statistics and Analytics for Decision Making (<https://nptel.ac.in>)
2. Statistical Tools: R (<https://cran.r-project.org>), Python (pandas, scipy), IBM SPSS, MS Excel

	CO description	PO Mapping	PSO1	PSO2
<b>CO1</b>	Demonstrate conceptual knowledge of probability, sampling and estimation, parametric and non-parametric hypothesis testing, correlation, regression, and their application in business analytics and software tools.	PO5(3)	-	-
<b>CO2</b>	Interpret and relate probability distributions, sampling techniques, the outcomes of parametric and non-parametric hypothesis tests, correlation and regression analyses, and the output from statistical software to derive meaningful business insights.	PO1(1) PO5(3)	-	2
<b>CO3</b>	Apply statistical concepts, including probability theory, sampling methods, various hypothesis tests, and correlation and regression models, to solve real-world business problems and make data-driven decisions.	PO1(3)	2	3
<b>CO4</b>	Analyze probability distributions, sampling data, the results of parametric and non-parametric tests, and regression models to evaluate business scenarios and assess the validity of statistical conclusions.	PO1(3)	3	2
<b>CO5</b>	Evaluate the effectiveness of different statistical tools and techniques, such as various hypothesis tests and regression models, to select the most appropriate method for a given business problem and critically appraise statistical findings..	PO1(3)	3	-
<b>CO6</b>	Develop data-driven solutions and strategic insights by integrating knowledge of probability, sampling, hypothesis testing, correlation, and regression, and effectively use statistical software for business analytics and data storytelling.	PO1(3) PO2(2)	3	3

MB25C02	Management Concepts and Organizational Behavior	L	T	P	C
		4	0	0	4
<b>Course Objectives:</b> This course aims to provides foundational understanding of management principles and organizational behavior. It equips them to analyze individual and group dynamics, and apply management theories to real-world business problems.					
<b>Fundamentals of Management and Evolutionary Theories:</b> Evolution of management Thought-Classical, Behavioral and Management Science Approaches Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, NeoClassical-Mayo & Hawthorne Experiments. Modern era, system & contingency approach Managerial Skills..					
<b>Planning, Decision-Making and Organizing for Effectiveness:</b> Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning - Characteristics of a sound Plan - Management by OBJECTIVE (MBO) - PoliciesandStrategiesScopeandFormulation- DecisionMaking-Types,Techniques and Processes. Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation -Interdepartmental Coordination - - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation. Control: meaning, function, Process and types of Control.					
<b>Fundamentals of Control and Modern Approaches:</b> Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation. Control: meaning, function, Process and types of Control.					
<b>Individual Behavior in Organizations:</b> Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - Personality and Individual Differences - Motivation theories and Job Performance - Values, Attitudes and Beliefs - Communication Types-Process - Barriers - Making Communication Effective.					
<b>Group Dynamics, Leadership and Organizational Culture:</b> Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organisational Change and Development.					
<b>Contemporary Perspectives in Organizational Behavior:</b> Comparative Management Styles and approaches - Japanese Management Practices Organisational Creativity and Innovation - Organizational behavior across cultures- Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.					
<b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.					
<b>Assessment Methodology:</b> Written Test I & II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)					
<b>References:</b> 1. DuBrin, A. J. (2020). Essentials of management (11th ed.). Thomson South Western. 2. Certo, S. C., & Certo, T. L. (2021). Modern management: Concepts & skills (16th ed.).					

Pearson Education. 3. Koontz, H., & Weihrich, H. (2020). Essentials of management: An international & leadership perspective (11th ed.). Tata McGraw Hill Education. 4. Robbins, S. P. (2023). Organizational behavior (19th ed.). PHI Learning/Pearson Education. 5. Luthans, F. (2015). Organizational behavior (14th ed.). McGraw Hill. 6. Nelson, D. L., Quick, J. C., & Khandelwal, P. (2018). ORGB – An innovative approach to learning & teaching (3rd ed.). Cengage Learning. 7. Pareek, U. (2020). Understanding organizational behavior (4th ed.). Oxford Higher Education.
<b>E-Resources:</b> 1. NPTEL – Principles of Management and Organizational Behaviour ( <a href="https://nptel.ac.in">https://nptel.ac.in</a> )

	CO description	PO Mapping	PSO1	PSO2
<b>CO1</b>	Demonstrate conceptual knowledge of management theories, planning, organizing, organization design and control, organizational behaviour, groups and leadership, and contemporary practices in organization behaviour.	PO5(1)	3	-
<b>CO2</b>	Interpret and relate to management theories, planning and organizing processes, perform organization design and execute control, organisational behavioural theories, groups, leadership, culture and contemporary practices in organization behaviour	PO1(1) PO5(3)	2	-
<b>CO3</b>	Apply theories and concepts of management to planning, organising, execution, design, control and individual and group behavior in organizations.	PO1(3) PO2(2)	3	-
<b>CO4</b>	Analyze management theories, planning, organizing, design, execution and control methodologies in organizational settings along with organizational behavioral practices.	PO1(3)	3	-
<b>CO5</b>	Evaluate the theories related to management and organizational behaviour to build model related to planning, organising, designs, execution, control and to group dynamics, team structures, and leadership styles for enhancing organizational performance.	PO1(3) PO2(2)	3	-
<b>CO6</b>	Develop contemporary practices, adapt and modify management theories, concept to all functions of management and to both individual and group behaviors to suit cross-cultural behaviour, diversity, and global workforce management.	PO3(2) PO4(3)	2	-

MB25C03	Managérial Economics	L	T	P	C
		4	0	0	4
<b>Course Objectives:</b> The course is designed to provide a strong foundation in economic principles and tools applicable to managerial decision-making. It introduces the concepts of scarcity, efficiency, and market mechanisms in both micro and macroeconomic settings.					
<b>Introduction to Managerial Economics and Fundamental Concepts:</b> The themes of economics, scarcity and efficiency, three fundamental economic problems, CREDITS: 3 8 society's capability, Production possibility frontiers (PPF), Productive efficiency Vs economic efficiency, economic growth & stability, Micro economics and Macro economics, the role of markets and government, Positive Vs negative externalities.					
<b>Demand, Supply and Consumer Behavior:</b> Market, Demand and Supply, Determinants, Market equilibrium, elasticity of demand and supply, consumer behavior, consumer equilibrium, Approaches to consumer behavior					
<b>Production, Costs and Firm-Level Analysis:</b> Production, Short-run and long-run Production Function, Returns to scale, economics Vs dis-economics of scale, Analysis of cost, Short-run and long-run cost function, Relation between Production and cost function - Production Pricing Model - Types of Pricing Model					
<b>Market Structures and Factor Pricing:</b> Product market–perfect and imperfect market–different market structures–Firm's equilibrium and supply, Market efficiency, Economic costs of imperfect competition, factor market–Land, Labour and capital–Demand and supply–determination of factor price–Interaction of product and factor market–General equilibrium and efficiency of competitive markets.					
<b>Macroeconomic Performance Indicators:</b> Macro-economic aggregates, circular flow of macroeconomic activity, National income determination, Aggregate demand and supply, Macroeconomic equilibrium, Components of aggregate demand and national income, multiplier effect, Demand side management, Fiscal policy in theory.					
<b>Monetary Economics and Supply-Side Perspectives:</b> Short-run and Long-run supply curve–Unemployment and its impact–Okun's law, Inflation and the impact–reasons for inflation–Demand Vs Supply factors–Inflation Vs unemployment trade off, Phillips curve –short- run and long-run – Supply side Policy and management- Money market- Demand and supply of money, money-market equilibrium and national income, the role of monetary policy.					
<b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.					
<b>Assessment Methodology:</b> Written Test I & II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)					
<b>References:</b> 1. Samuelson, P. A., Nordhaus, W. D., Chaudhuri, S., & Sen, A. (2019). <i>Economics</i> (20th ed.). Tata McGraw Hill. 2. Boyes, W., & Melvin, M. <i>Text book of economics</i> . Biztantra. (Note: No year provided—if you can share that, I can add it.) 3. Mankiw, N. G. (2022). <i>Principles of economics</i> (8th ed., India release). Thomson Learning/Cengage India. 4. Lipsey, R., & Chrystal, A. (2015). <i>Economics</i> (13th ed.). Oxford University Press.					

5. Case, K. E., & Fair, R. C. (2019). *Principles of economics* (13th global ed.). Pearson Education Asia.
6. Panneerselvam, R. (2013). *Engineering economics* (2nd ed.). PHI Learning.

**E-Resources:**

1. NPTEL: Managerial Economics (<https://nptel.ac.in>)
2. RBI Bulletin and Monetary Policy Reports (<https://rbi.org.in>)

	CO description	PO Mapping	PSO1	PSO2
<b>CO1</b>	Demonstrate conceptual knowledge of managerial economics, fundamental concepts, demand and supply, production, costs, market structures, factor pricing, macroeconomic performance indicators, and monetary and fiscal policies.	PO5(3)	-	-
<b>CO2</b>	Interpret and relate foundational concepts, consumer behavior, production and cost functions, different market structures, macroeconomic aggregates, and the role of monetary and fiscal policies in influencing the business environment.	PO1(1) PO5(3)	-	-
<b>CO3</b>	Apply theories and concepts of management to planning, organising, execution, design, control and individual and group behavior in organizations.	PO1(3) PO4(2)	1	-
<b>CO4</b>	Analyze fundamental economic problems, consumer behavior, market structures, firm-level costs and pricing, macroeconomic indicators, and the effects of monetary and fiscal policies on business cycles.	PO1(3) PO3(1) PO4(2)	3	-
<b>CO5</b>	Evaluate the theories related to scarcity and efficiency, consumer demand, market structures, factor pricing, and macroeconomic policy frameworks to assess their impact on business performance in global and Indian contexts..	PO1(3)	3	-
<b>CO6</b>	Develop economic reasoning and apply contemporary practices to adapt managerial economic principles to address real-world business problems across various market structures, macroeconomic conditions, and policy landscapes.	PO3(2) PO4(2)	2	-

MB25101	Accounting for Decision Making	L	T	P	C
		3	1	0	4
<b>Course Objectives:</b> This course equips a comprehensive understanding of financial, cost, and management accounting principles. It emphasizes the analysis and interpretation of financial statements to support informed decision-making. Through practical exposure to accounting techniques such as ratio analysis, costing methods, marginal costing, and budgeting.					
<b>Introduction to Financial Accounting and Reporting:</b> Introduction to Financial, Cost and Management Accounting, Generally accepted accounting principles– Double Entry System, Preparation of Journal, Ledger and Trial Balance Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (Problem) - Reading the financial statements					
<b>Financial Statement Analysis:</b> Financial ratio analysis (Problem), Interpretation of ratio for financial decisions- Dupont Ratios, Comparative statements - common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis (Problem), Trend Analysis.					
<b>Cost Accounting Systems:</b> Cost Accounts, Classification of costs, Job cost sheet, Job order costing, Process costing, (excluding Interdepartmental Transfers and equivalent production), Joint and By Product Costing, Activity Based Costing, Target Costing.					
<b>Marginal Costing and Decision-Making:</b> Marginal Costing and profit planning, Cost, Volume, Profit Analysis, Break Even Analysis, Decision making problems -Make or Buy decisions - Determination of sales mix (Problem) - Exploring new markets, Add or drop products -Expand or contract.					
<b>Budgeting and Performance Management:</b> Budgetary Control, Sales, Production, Cash flow, fixed and flexible budget (Problem), Standard costing and Variance Analysis, (excluding overhead costing) -Accounting standards and accounting disclosure practices in India.					
<b>Accounting Standards and Strategic Applications:</b> Accounting standards and disclosures in India, Overview of IFRS and convergence, Ethical issues in accounting, Financial statement fraud detection, Use of accounting in strategic Business decision-making, Role of analytics in finance and accounting..					
<b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.					
<b>Assessment Methodology:</b> Written Test I & II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)					
<b>References:</b> <div><div>1. Narayanaswamy, R. (2022). Financial accounting (7th ed.). PHI.</div><div>2. Khan, M. Y., &amp; Jain, P. K. (2021). Management accounting (8th ed.). Tata McGraw Hill.</div><div>3. Singhvi, N. M., &amp; Bodhanwala, R. J. (2018). Management accounting, Text and cases (3rd ed.). PHI.</div><div>4. Stice, E. K., &amp; Stice, J. D. (2024). Financial accounting, reporting &amp; analysis (9th ed.). Cengage.</div><div>5. Bhattacharya, A. K. (2012). Introduction to financial statement analysis. Elsevier/PHI.</div><div>6. Reddy, T. S., &amp; Murthy, A. (2024). Financial accounting (latest ed.). Margham Publications.</div></div>					
<b>E-Resources:</b> <div><div>1. ICAI – Accounting Standards and Guidance Notes (<a href="https://www.icaai.org">https://www.icaai.org</a>)</div><div>2. IFRS Foundation (<a href="https://www.ifrs.org">https://www.ifrs.org</a>).</div></div>					

	<b>CO description</b>	<b>PO Mapping</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	Demonstrate conceptual knowledge of financial, cost, and management accounting principles, financial statement analysis, costing systems, marginal costing techniques, budgeting, performance management, and relevant accounting standards.	PO5(3)	-	-
<b>CO2</b>	Interpret and relate accounting principles from financial and cost accounting, analyze financial statements using various techniques, understand marginal costing applications, and explain the significance of budgetary control and accounting standards in financial disclosures.	PO1(1) PO5(3)	-	-
<b>CO3</b>	Apply the principles of financial accounting to prepare statements, utilize financial analysis tools and various costing systems for decision-making, and use budgeting and variance analysis for performance management in accordance with accounting standards.	PO1(3) PO4(2)	2	-
<b>CO4</b>	Analyze financial statements, cost accounting data, and marginal costing reports to evaluate business performance, assess strategic decisions, and interpret the implications of different accounting standards and ethical issues.	PO1(3) PO3(1) PO4(2)	3	-
<b>CO5</b>	Evaluate the effectiveness of various financial analysis tools, costing methods, budgetary controls, and performance management techniques to support strategic decision-making and identify ethical issues and financial statement fraud.	PO1(3) PO3(2)	3	-
<b>CO6</b>	Develop contemporary accounting practices and models by integrating knowledge of financial reporting, cost management, marginal costing, budgeting, performance measurement, and accounting standards to make strategic business decisions and detect fraud.	PO1(3) PO3(2)	3	2

MB25C04	Legal Aspects of Business	L	T	P	C
		4	0	0	4
<b>Course Objectives:</b> This course introduces the key Business laws and their practical applications across commercial contracts, company operations, industry regulations, taxation (including GST), and cyber laws in managing risks. It helps learners gain critical awareness of the legal framework.					
<b>Commercial Laws and Business Contracts:</b> <b>The Indian Contract Act 1872:</b> Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency. <b>The Sale of Goods Act 1930:</b> Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller - <b>Negotiable Instruments Act 1881:</b> Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments - The payment and settlement systems Act, 2007.					
<b>Company Law and Competition Regulations:</b> <b>Company Act 1956 &amp; 2013:</b> Major principles, Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance. Competition Act 2002 - Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.					
<b>Industrial Relations and Labour Legislation:</b> An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.					
<b>Corporate Taxation and Goods &amp; Services Tax (GST):</b> Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge.					
<b>Consumer Protection and Cyber Laws:</b> Consumer Protection Act, Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machineries and Forums-- Cyber crimes, IT Act 2000 and 2002, Cyber Laws					
<b>Intellectual Property Rights (IPR) in Business:</b> Introduction of IPR Intellectual Property Laws- Introduction, Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement– Copy rights, Trade marks, Patent Act. Introduction, Right to Information Act, 2005.					
<b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.					
<b>Assessment Methodology:</b> Written Test I & II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)					

**References:**

1. Kapoor, N. D. (2024). *Elements of mercantile law* (39th rev. ed.). Sultan Chand and Company.
2. Goel, P. K. (2023/24). *Business law for managers* (2nd ed.). Biztantra Publishers.
3. Pathak, A. (2022). *Legal aspects of business* (8th ed.). Tata McGraw Hill.
4. Kumar, R. (2016). *Legal aspects of business* (4th ed.). Cengage Learning.
5. Sinha, P. K., & Singhania, V. (2017/18). *Text book of indirect tax*. Taxmann Publication.
6. Taxmann. (2023). *GST manual with GST law guide & digest of landmark rulings* (12th ed.).

**E-Resources:**

1. Ministry of Corporate Affairs: <https://www.mca.gov.in>
2. GST Portal: <https://www.gst.gov.in>
3. WIPO Intellectual Property Resources: <https://www.wipo.int>

	CO description	PO Mapping	PSO1	PSO2
<b>CO1</b>	Demonstrate conceptual knowledge of commercial laws, company law, industrial relations and labor legislation, corporate taxation (including GST), consumer protection, cyber laws, and intellectual property rights (IPR)..	PO5(3)	-	-
<b>CO2</b>	Interpret and relate key legal principles from contract law, company regulations, industrial acts, taxation frameworks, consumer protection laws, and intellectual property statutes to understand the legal environment of business.	PO1(1) PO5(3)	-	-
<b>CO3</b>	Apply legal principles and frameworks from commercial and company law, labor legislation, tax laws, and IPR to evaluate business contracts, corporate governance practices, compliance requirements, and the protection of business innovations.	PO1(3) PO4(3)	1	-
<b>CO4</b>	Analyze legal and regulatory frameworks, including competition law, industrial relations acts, corporate tax and GST provisions, cyber laws, and IPR, to assess their impact on business operations, risk management, and strategic decision-making.	PO1(3) PO3(1) PO4(2)	3	2
<b>CO5</b>	Evaluate the effectiveness of various legal provisions and frameworks, such as consumer protection and cyber laws, and IPR, to build compliance strategies, mitigate legal risks, and ensure ethical and sustainable business practices.	PO1(2) PO3(3)	3	2
<b>CO6</b>	Develop contemporary legal compliance and risk management strategies by integrating knowledge of commercial law, company law, industrial relations, taxation, and cyber and IPR laws to ensure effective and ethical business operations in a global context.	PO1(3) PO3(2)	3	2

MB25102	Information Management	L	T	P	C
		4	0	0	4
<b>Course Objectives:</b> This course equips the foundational and advanced knowledge of how information systems contribute to strategic Business decisions and operations. It introduces the key concepts of data, system design, databases, and information security and integrates recent IT advancements such as AI, IoT, blockchain, and quantum computing.					
<b>Fundamentals of Information Systems in Business:</b> Data, Information, Information System evolution, types based on functions and hierarchy, Enterprise and functional information systems.					
<b>Systems Analysis and Design Techniques:</b> The work of a system analyst- SDLC-System design, AGILE Model, Waterfall Model, Spiral Model, Iterative and Incremental Model - RAD Model - Requirement analysis - Data flow diagram, relationship diagram, UML diagram, design-Implementation-Evaluation and maintenance of MIS, Database System: Overview of Database-Components-advantages and disadvantages of database; Data Warehousing and Data Mining; Business Intelligence; Artificial Intelligence; Expert System; Big Data; Cyber Safety and Security- Cryptography; RSA Model of Encryption; Data Science - Block Chain Technology; E-commerce and E-Business models; IOT - RFID.					
<b>Database Management Systems and Warehousing:</b> DBMS, types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining - Association rule mining - Clustering - Pattern matching.					
<b>Integrated Systems and Information Security:</b> Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.					
<b>Emerging Information Technologies:</b> Machine learning - Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing					
<b>Managerial Applications and Strategic Use:</b> Strategic role of IT in Business, Role of CIO and IT governance, Aligning IT with Business objectives, Legal and ethical issues in information management, Technology adoption models, IT project management, Role of information systems in Business analytics and decision science.					
<b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.					
<b>Assessment Methodology:</b> Written Test I & II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)					
<b>References:</b> <ol style="list-style-type: none"><li>1. Laudon, K. C., &amp; Laudon, J. P. (2022). Management information systems (17th ed.). Pearson.</li><li>2. Schultheis, R., &amp; Sumner, M. Management information systems – The manager’s view. Tata McGraw Hill.</li><li>3. (Note: No edition/year available; if you find one, I can update it.)</li><li>4. Panneerselvam, R. (2018). Database management systems (3rd ed.). PHI Learning.</li><li>5. Laudon, K. C., Turban, E., &amp; Traver, C. G. (2023). E-commerce: Business, technology, society (17th ed.). Pearson.</li><li>6. Loshin, D. (2021). Big data analytics (2nd ed.). Elsevier.</li><li>7. Han, J., Kamber, M., &amp; Pei, J. (2012). Data mining: Concepts and techniques (3rd ed.).</li></ol>					
<b>E-Resources:</b> <ol style="list-style-type: none"><li>1. NPTEL – Management Information System <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a></li><li>2. World Economic Forum – Reports on Emerging Tech <a href="https://www.weforum.org/">https://www.weforum.org/</a></li></ol>					

	<b>CO description</b>	<b>PO Mapping</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	Demonstrate conceptual knowledge of information systems fundamentals, system analysis and design techniques, database management systems, information security, emerging technologies, and their strategic applications in business.	PO5(3)	-	2
<b>CO2</b>	Interpret and relate the evolution and types of information systems, system development methodologies, database concepts, the integration of integrated systems, the impact of emerging technologies, and the strategic role of IT governance to inform managerial decisions.	PO1(1) PO5(3)	1	2
<b>CO3</b>	Apply system analysis and design techniques, database management principles, security practices, and emerging technologies to solve business problems and support strategic decision-making across enterprise and functional information systems.	PO1(3) PO4(3)	2	3
<b>CO4</b>	Analyze the functional and hierarchical aspects of information systems, evaluate system design methodologies, examine the role of database management and data warehousing, and assess the strategic implications of integrated systems, emerging technologies, and IT governance for business.	PO1(3) PO3(1) PO4(2)	3	3
<b>CO5</b>	Evaluate the effectiveness of different information systems, system design models, database management systems, security measures, and emerging technologies (like AI, IoT, blockchain) to assess their impact on business transformation and ethical and legal compliance.	PO1(2) PO3(3) PO4(2)	3	3
<b>CO6</b>	Develop strategic information management plans and business solutions by synthesizing knowledge of information systems fundamentals, system design, database management, security, and emerging technologies to achieve business objectives and enhance organizational performance.	PO1(3) PO3(2) PO4(3)	3	3

MB25103	Indian Ethos and Business Ethics	L	T	P	C
		0	0	4	2
<b>Course Objectives:</b> This course is designed to provide a deep understanding of Indian ethos, ethical practices, and value-based decision-making in Business. It emphasizes the integration of traditional Indian wisdom with contemporary management practices.					
<b>Foundations of Indian Ethos in Management</b> <ul style="list-style-type: none"><li>• Concepts of Indian ethos and cultural intelligence</li><li>• Indian philosophy and ethical principles in leadership</li><li>• Work ethos and ethics for professional managers</li><li>• Indian values and value systems, Dharma, Karma, Nishkama Karma</li><li>• Wisdom for modern managers from scriptures (Gita, Upanishads)</li></ul>					
<b>Indian Learning Systems and Holistic Growth</b> <ul style="list-style-type: none"><li>• Gurukul system and its relevance today</li><li>• Law of Humility, Law of Growth, Law of Responsibility</li><li>• Ancient learning methods and their modern parallels</li><li>• Spiritual quotient in leadership development</li><li>• Personality development through Indian ethos</li></ul>					
<b>Business Ethics in Contemporary Organizations</b> <ul style="list-style-type: none"><li>• Definition, scope, and need for Business ethics</li><li>• Ethical codes of conduct and governance</li><li>• Ethical decision-making models and frameworks</li><li>• Organizational values and trust-building</li><li>• Ethics in leadership and strategic decisions</li></ul>					
<b>Individual Ethics and Moral Development</b> <ul style="list-style-type: none"><li>• Personal values and ethical behavior at work</li><li>• Integrity, honesty, empathy, and loyalty</li><li>• Conflict between personal and professional ethics</li><li>• Emotional intelligence and ethical maturity</li><li>• Building personal ethical frameworks</li></ul>					
<b>Corporate Social Responsibility (CSR and Sustainability)</b> <ul style="list-style-type: none"><li>• Concept and scope of CSR in India</li><li>• Corporate accountability and stakeholder perspectives</li><li>• Ethical CSR practices in Indian corporates</li><li>• Sustainable development and ESG goals</li><li>• Triple bottom line and ethical supply chain management</li></ul>					
<b>Cyber Ethics, IPR, and Global Ethical Challenges</b> <ul style="list-style-type: none"><li>• Ethics in technology and the digital age</li><li>• Cyber law and ethical issues in e-commerce</li><li>• Intellectual property rights and ethical considerations</li><li>• Ethical concerns in AI, automation, and surveillance</li><li>• Cross-cultural Business ethics and globalization</li></ul>					
<b>NOTE:</b> The following is the list of topics suggested for preparation and presentation by students twice during the semester. This will be evaluated by the faculty member(s) handling the course and the final marks are					

consolidated at the end of the semester. No end semester examination is required for this course.

1. Indian Ethos and Personality Development
2. Work ethos and ethics for Professional Managers
3. Indian Values, Value Systems and Wisdom for modern managers
4. Ethos in leadership development
5. Indian system of learning, Gurukul system of learning, Law of humility, Law of growth, Law of responsibility

**References:**

1. Fernando, C. (2019). *Business ethics: An Indian perspective* (3rd ed.). Pearson Education.
2. Nandagopal, R., & Sankar, A. (2015). *Indian ethos and values in management*. Tata McGraw Hill.
3. Balachandran, S. (2018). *Ethics, Indian ethos and management*. PHI Learning.
4. Hartman, L. P., DesJardins, J., et al. (2023). *Business ethics: Decision making for personal integrity and social responsibility* (6th ed.). McGraw Hill.
5. Ranganathananda, S. *Universal message of the Bhagavad Gita*. Advaita Ashrama.
6. Drucker, P. (2010). *Managing for results*. HarperBusiness.

**E-Resources:**

1. NPTEL – Ethics in Engineering Practice [https://onlinecourses.nptel.ac.in/noc22\\_mg54/](https://onlinecourses.nptel.ac.in/noc22_mg54/)
2. Stanford Encyclopedia of Philosophy – Business Ethics  
<https://plato.stanford.edu/entries/ethics-business>
3. UN Global Compact – Business Ethics & CSR <https://unglobalcompact.org>

	CO description	PO Mapping	PSO1	PSO2
<b>CO1</b>	Demonstrate conceptual knowledge of Indian ethos, ethical principles, business ethics, individual ethics, CSR, and challenges in cyber ethics and global business.	PO3(3) PO5(3)	-	-
<b>CO2</b>	Interpret and relate Indian philosophy, learning systems, ethical codes of conduct, personal values, CSR principles, and cyber and IPR laws to build a comprehensive understanding of business ethics.	PO2(2) PO3(3) PO5(3)	-	-
<b>CO3</b>	Apply Indian ethos and wisdom, ethical decision-making frameworks, personal values, and principles of CSR to address ethical issues and dilemmas in organizational, digital, and global contexts.	PO1(2) PO2(3) PO3(3) PO4(1)	-	2
<b>CO4</b>	Analyze ethical issues, individual moral development, CSR and sustainability practices, and the ethical implications of technology and globalization to ensure socially conscious and responsible business operations.	PO2(3) PO3(3)	2	2
<b>CO5</b>	Evaluate traditional Indian wisdom, ethical decision-making models, CSR strategies, and ethical challenges in the digital age to foster a responsible and culturally conscious leadership approach	PO2(3) PO3(3)	3	-
<b>CO6</b>	Develop a framework for ethical and sustainable business practices by integrating Indian ethos, ethical principles, CSR, and a responsible approach to cyber ethics and global challenges to cultivate a values-based organizational culture.	PO2(3) PO3(3)	3	2

MB25C05	Contemporary Business Communications	L	T	P	C
		0	0	4	2
<b>Course Objectives:</b> This course aims to equip essential business communication skills required for modern managerial roles. It emphasizes both oral and written communication for various Business contexts such as interviews, meetings, presentations, professional correspondence..					
<b>Communication Fundamentals and Managerial Speech Practice:</b> Introduction to Business Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback., Principles of Nonverbal Communication Professional dressing and body language. Role Playing, Debates and Quiz. Types of managerial speeches - Presentations and Extempore, speech of introduction, speech of thanks, occasional speech, theme speech., Group communication: Meetings, group discussions. , Other Aspects of Communication: Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.					
<b>Business Writing and Corporate Communication Tools:</b> Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV, job application letters, proposals. Internal communication through, notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes					
<b>Presentation and Public Speaking Skills:</b> Principles of Effective Presentations, Principles governing the use of audiovisual media.					
<b>Interviewing and Job Preparedness:</b> Mastering the art of giving interviews in, selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.					
<b>Business Networking and Personal Branding:</b> Business networking techniques – Ice-breakers, small talk, digital etiquette – Conversational intelligence – Professional dining etiquette – Social media presence and grooming – Self-confidence and image management – Real-life simulations and feedback.					
<b>Report Writing and Analytical Communication:</b> Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.					
<b>Note:</b> The emphasis of the entire subject should be on practical aspects.					
<b>Practical:</b> This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting Business messages such as Business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.					
<b>Practical:</b> This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal Business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations					
<b>Practical:</b> This practical module aims to help students be persuasive in the Business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught Business networking skills including conversation techniques, dining etiquette and					

personal branding through role-plays and simulations.

#### References:

1. Pal, R., & Korlahalli, J. S. (2011). *Essentials of business communication* (13th rev. ed.). Sultan Chand.
2. Raman, M., & Singh, P. (2012). *Business communication* (2nd ed.). Oxford.
3. Sharma, R. C., & Mohan, K. (2020). *Business correspondence & report writing* (6th ed.). Tata McGraw Hill.
4. Goodale, M. *Professional presentations: Developing communication skills*. Cambridge University Press.  
(Note: Year not provided; please share if you have it.)
5. Adair, J. *Effective communication*. Pan Macmillan.  
(Note: Year not provided; please share if you have it.)
6. Thill, J. V., & Bovee, G. L. (2023/2024). *Excellence in business communication* (14th ed.). McGraw Hill.

#### E-Resources:

1. NPTEL – Soft Skills [https://onlinecourses.nptel.ac.in/noc21\\_hs76](https://onlinecourses.nptel.ac.in/noc21_hs76)
2. MindTools – Communication Skills Portal [www.mindtools.com/cawh8bu/communication-skills](http://www.mindtools.com/cawh8bu/communication-skills)
3. TEDx – Effective Speaking & Personal Branding <https://www.youtube.com>

	CO description	PO Mapping	PSO1	PSO2
<b>CO1</b>	Demonstrate effective verbal and non-verbal communication skills, including public speaking, written correspondence, interviewing, professional networking, and report writing, in various business contexts.	PO2(3) PO5(3)	-	-
<b>CO2</b>	Interpret and relate the principles of effective communication, business writing, presentation techniques, job preparedness, and professional networking to develop clear and persuasive communication strategies.	PO2(3) PO5(3)	-	-
<b>CO3</b>	Apply communication fundamentals, business writing techniques, public speaking skills, interviewing strategies, networking etiquette, and report writing principles to solve real-world business communication challenges.	PO1(1) PO2(3) PO4(2)	-	-
<b>CO4</b>	Analyze business communication scenarios, including managerial speeches, written correspondence, interviews, and networking interactions, to adapt communication styles for different audiences and purposes.	PO2(3)	2	2
<b>CO5</b>	Evaluate the effectiveness of various communication methods, including presentations, professional correspondence, and reports, to build a personal brand, foster professional relationships, and enhance business communication.	PO2(3) PO3(2) PO5(3)	-	-
<b>CO6</b>	Develop a comprehensive communication plan and strategy by integrating knowledge of communication fundamentals, written correspondence, public speaking, job preparedness, networking, and analytical reporting to effectively lead and manage in a modern business environment.	PO2(3) PO3(2)	3	2

## NON – FUNCTIONAL ELECTIVES

MB25C06	Entrepreneurship Development	L	T	P	C
		3	0	0	3
<b>Course Objectives:</b> This course aims to equip the knowledge and skills to identify entrepreneurial opportunities, develop a comprehensive business plan, and manage the lifecycle of a startup, from launch to sustainable growth. It integrates theoretical frameworks with practical applications of the entrepreneurial ecosystem and ethical business practices.					
<b>Entrepreneurial Mindset and Competencies:</b> Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.					
<b>Entrepreneurial Ecosystem and Policy Support:</b> Entrepreneurial Environment – Role of Family, Society and Culture – Government Industrial Policies – State and Central Schemes (Startup India, Stand-Up India, PMEGP, MSME) – Role of DICs, SIDBI, EDII, TBI, DST, NSIC – Role of Industry Associations and Support Services – Incubation Centers and Accelerators – International Policy Ecosystem (Global Innovation Index, GEM).					
<b>Opportunity Identification and Business Planning:</b> Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.					
<b>Launching the Startup and Funding Mechanisms:</b> Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection -Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.					
<b>Managing and Scaling the Business:</b> Small Business Operations – Inventory, Finance, and People Management – Customer Acquisition and Retention – Digital Tools for Small business – Measuring Business Performance – Managing Uncertainty and Change – Business Model Innovation – Lean Startup Strategy – Scaling Frameworks – Case Studies on Growth-Oriented Startups.					
<b>Business Sustainability, Exit Strategies, and Ethics:</b> Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.					
<b>References:</b> 1. Khanka, S. S. (2020). Entrepreneurial development (Rev. ed.). S. Chand & Company Ltd. 2. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2024). Entrepreneurship (12th ed.). McGraw Hill. 3. Roy, R. (2020). Entrepreneurship (3rd ed.). Oxford University Press. 4. Kumar, A. (2012). Entrepreneurship. Pearson Education. 5. Chandra, P. (2023). Projects – Planning, analysis, selection, implementation and review (10th ed.). Tata McGraw Hill. 6. Murthy, N., & Tata, R. Biographical and interview compilations.					
<b>E-Resources:</b> 4. Startup India Portal <a href="https://www.startupindia.gov.in/">https://www.startupindia.gov.in/</a> 5. YourStory <a href="https://yourstory.com/">https://yourstory.com/</a>					

<b>MB25104</b>	<b>Event Management</b>	<b>L</b> 3	<b>T</b> 0	<b>P</b> 0	<b>C</b> 3
<b>Course Objectives:</b> This course provides theoretical and practical skills to plan, execute, and evaluate various types of events. It focuses on the core aspects of event management, including conceptualization, marketing, legal compliance, and risk management, to ensure successful and impactful events.					
<b>Foundations of Event Management:</b> History and evolution of event management – Types of events – MICE (Meetings, Incentives, Conferences, and Exhibitions) – Event industry structure – Event management as a profession – Perspectives: Government, Corporate, Community – Professional ethics and codes of conduct.					
<b>Event Design and Conceptualization:</b> Event ideation – Roles of host, sponsor, media, participants, spectators, crew – Designing the event concept – Theme and content development – Setting event objectives – Functional sheets – Timeline planning – Budget preparation – Budget checklist.					
<b>Legal and Regulatory Aspects:</b> Contracts and agreements – Event insurance – Licenses and permits – Government regulations and compliance – Negotiation techniques – Risk mitigation through legal frameworks.					
<b>Event Marketing and Sponsorship:</b> Strategic event marketing – Pricing decisions – Communication channels – Integrated marketing communication – Sponsorship planning and management – Evaluation of sponsorship effectiveness – Role of digital marketing in events.					
<b>Operations and Logistics;</b> Venue and site selection – Infrastructure requirements: AV, lighting, catering, stage, décor – Protocols and guest management – Freelance event operations – Event day logistics – On-site execution and supply coordination – Managing children, media, and entertainment – Vendor management.					
<b>Risk, Safety and Event Evaluation:</b> Risk identification and assessment – Safety planning – Food safety – Fire and structural safety – Crowd and traffic control – Waste and sanitation – Post-event evaluation – Customer satisfaction – Service quality – Measuring event impact.					
<b>References:</b> <ol style="list-style-type: none"> <li>1. Lynn Van der Wagen &amp; Louise H. Event Management for Tourism, Cultural Business &amp; Sporting Events, now 6th Ed., Pearson, 2023</li> <li>2. Judy Allen – Event Planning, 4th Ed., Wiley, Canada, 2020 — includes expanded ethics and social media modules.</li> <li>3. John Beech, Sebastian Kaiser &amp; Robert Kaspar – The Business of Events Management, 2nd Ed., Pearson, 2019</li> <li>4. Julia Rutherford Silvers – Professional Event Coordination, 3rd Ed., Wiley, 2022</li> <li>5. Shannon Kilkenny – The Complete Guide to Successful Event Planning, 3rd (Revised) Ed., Atlantic Publishing, December 2021</li> </ol>					
<b>E-Resources:</b> <ol style="list-style-type: none"> <li>1. Event Manager Blog <a href="https://eventmanagerblog.com">https://eventmanagerblog.com</a></li> <li>2. YouTube Learning: Event planning simulations, interviews, and behind-the-scenes operations</li> </ol>					